

Broom Leys Farm Case Study

Broom Leys Farm - DIY livery and farm produce. An outdated system. Late payments were affecting business cash flow. The Sage Pay and Sage One integration and e-invoicing allows payments to be taken anytime day or night. A significant decrease in late and irregular payments and accounts software is updated in real time.

With an ever-growing customer base, the team at Broom Leys Farm faced several challenges in receiving customer payments and managing their cash flow.

In the past, customers only had the option of paying whilst on the property, requiring someone to always be present at the farm to take payments. 'Often this was not possible' says John Jarvis, owner of the business 'resulting in delays, irregular payments and inconvenience for the customer.'

Additionally, customers of the farm were limited to using cash or cheque payments, and did not have the option of using a debit or credit card.

John decided the business needed a complete overhaul and as an existing Sage One Accounts customer, looked to Sage Pay for help.

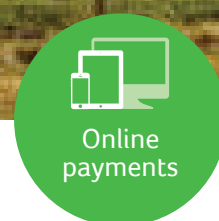
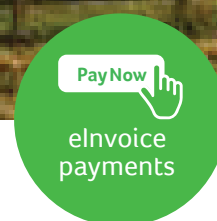
Now using the full Sage One and Sage Pay integration, the difference to their business has been dramatic. John and his team are able to email invoices out to their customers once a week, containing a link to an online payment form. Customers simply fill out their payment and account

information, and their payment is securely processed.

'Our customers benefit from being able to pay online 24-hours a day with their credit or debit cards, from the comfort of their own home or on-the-go using a mobile device. Now that we're using the e-Invoicing functionality with Sage One Accounts, our business has seen substantial improvement in cash flow and organisation' says John.

Through the integration of Sage Pay and Sage One Accounts software, Broom Leys Farm are able to track cash flow, growth, expenses, auto update their customers records as soon as payment is made, and even manage their VAT records. 'The time we save with Sage Pay helps us spend more time now on building our business and marketing efforts, and improving our product for our customers.' comments John. 'This offers us an extremely efficient way to manage our book-keeping, and automates the process of providing our customers with accurate and updated account statements.'

The team no longer has to be physically present to receive a payment, and the



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amount of time spent chasing payments has significantly reduced. They now find that customers are able to pay on time because of the online system, and the flexible payment methods it offers.

'We've seen a significant decrease in late and irregular payments now that we use e-Invoicing, and now have a more dependable monthly cash flow. All of our existing customers were very pleased to have the convenience and flexibility of new payment options, and Sage has provided a very valuable tool that helps us grow and manage our business.'

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